

REMARKS

Claims 1 and 9-16 are pending in this application and are rejected.

I. Response to Rejection of Claims 1 and 9-16 under 35 U.S.C. § 103(a)

Claims 1, 9-13, 15, and 16 are rejected under 35 U.S.C. §103(a) as allegedly being unpatentable over Vesley et al. (US 4,950,537).

In addition, claim 14 is rejected under 35 U.S.C. §103(a) as allegedly being unpatentable over Vesley et al. (US 4,950,537) in view of Kameyama et al. (US 6,166,799).

Applicants respectfully traverse the rejections.

Independent claim 1 is directed to a double-sided pressure-sensitive adhesive tape which comprises a substrate and a pressure-sensitive adhesive layer disposed as an outermost layer on both sides of the substrate. The substrate comprises colored layers comprising a white layer, a layer of a color other than white and black, and a black layer which are superposed in this order.

Vesley teaches an double-coated adhesive strip having flexible supports with an adhesive layer on both sides at column 8, lines 43-44 and that the pressure-sensitive adhesive can be coated as the last layer at column 8, lines 48-60. The Examiner recognizes that Vesley does not expressly disclose a substrate comprising colored layers, a transparent support (claim 10), or a white substrate (11). However, it is the Examiner's position that it would have been obvious to one of ordinary skill in the art to make the tape substrate colored layers (a white layer, a layer of color other than white and black, and a black layer), the substrate transparent, or the substrate white because Vesley teaches that the adhesive tape of the invention can have any desired color and to provide aesthetically pleasing pressure-sensitive adhesive tape.

Applicants respectfully disagree.

Although Vesley generally discloses that the adhesive tape can have any desired color, Vesley teaches that the pressure-sensitive adhesive layer can be colored, not the substrate. Vesley teaches that at least one layer of the pressure-sensitive adhesive contains a pigment-coated microbubble. *See e.g.*, Abstract, col. 1, lines 10-12, col. 7, lines 35-40, and claim 1. In fact, Vesley is silent with respect to any details regarding the flexible support, including color. Therefore, there is no disclosure, teaching or suggestion in Vesley that would motivate one of ordinary skill in the art to use a colored substrate, a transparent substrate or a white substrate.

In addition, Kameyama does not make up for the deficiencies of Vesley. Kameyama simply discloses that a pressure-sensitive adhesive can be used to bond/unit components of a liquid crystal element.

For the above reasons, it is respectfully submitted that claims 1 and 9-16 are patentable over the cited art.

Accordingly, withdrawal of the rejection is respectfully requested.

II. Conclusion

In view of the foregoing, reconsideration and allowance of claims 9-16 is respectfully requested.

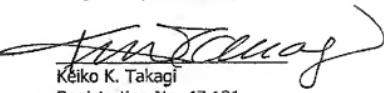
If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

**RESPONSE UNDER 37 C.F.R. § 1.111
U.S. Application No.: 10/623,569**

Attorney Docket No.: Q76408

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,



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Date: February 16, 2007